

WKBD-TV

Certification of Children's Television Act Compliance For Quarter Ending March 31, 2006

- 1). My name is Sharrall Byrd. I am employed as Traffic Manager at Viacom Televisions Station Group, WKBD-TV, Channel 50. In this capacity it is my responsibility to oversee the scheduling for broadcast of programs, commercials, station identifications, public service announcements and other broadcast spots. In particular, I have primary responsibility for ensuring that televised commercials to be shown in connection with television programming originally produced and broadcast primarily for an audience for children 12 years of age and under ("Children's Programs") do not exceed the commercial limits imposed by the Children's Television Act of 1990 and related FCC regulations ("ACT"). In order to ensure compliance with the commercial limits, we have implemented the procedures and practices described in greater detail below.
- 2). Children's Programs broadcast by WKBD during this quarter that are subject to the commercial limits are as follows:

Weekday Programs

Weekend Programs

Specials

(SEE ATTACHED)

- 3). WKBD's logs are prepared using the IBS computer system. Commercial time is assigned to each program based on the day of week the program airs. Local time is determined by subtracting any barter or network commercial time from the allotted clock hour limits. When scheduled commercial time in a given clock hour or part thereof equals the commercial limits, the Traffic Department will schedule either public service announcements or other non-commercial matter to fill any remaining available time.
- 4). To prevent program length commercials, all commercials that are scheduled to air in a Children's show are viewed by the WKBD Traffic Manager to determine what characters, if any, are contained in the commercial.

- 5). Orders are received from our National Rep Firm and from Local Account Executives. All orders for children's time periods are reviewed for products that contain characters for shows airing on our station. Children's programs are formatted with "break types" to prevent random log placement.
- 6). Before submitting the log to Master Control, the Traffic Department checks the log for compliance with the commercial limits and for advertisements featuring program related characters.
- 7). The completed log is then submitted to Master Control for implementation. The Master Control operators who oversee the broadcast of programming and commercial material are under strict instructions not to deviate from the log as prepared by the Traffic Department. If for some unavoidable reason a commercial is not run as scheduled, the Master Control operators are required to obtain my approval before attempting to "make-good" the advertisement within or adjacent to any children's programs. Moreover, if there happens to be any vacant time the Master Control Operators are instructed to fill with only non-commercial material and to never preempt a non-commercial spot with a commercial without approval from the Traffic Department.
- 8). To verify compliance with the Act, I review the daily Discrepancy Report, which notes all deviations from the log and actual broadcast. If any discrepancies occur during Children's Programs, I conduct an immediate investigation to determine if any overages or program length spots occurred. At that time, procedures and practices are reviewed to ensure that future discrepancies do not take place.
- 9). Each day, I or Assistant Traffic Manager review the previous days log to ensure the same amount of commercial time ran as was initially called for. This helps find any shortfalls in our procedures, which can be rectified before resulting in an overage.

The attached monthly reports indicate any instances in which the commercial limits were exceeded in connection with Children's Programs.

I certify the foregoing is accurate
and correct.

Shanare Byrd 3/29/06

Traffic Manager

Date

Reviewed by:

Theresa L. L. L. 3/29/06

General Manager

Date

Placed in the Public File by:

Aisha Gray 4/11/06

Name

Date

CHILDREN'S PROGRAMMING
CURRENT SCHEDULE JANUARY 2006

<u>DAY</u>	<u>TIME</u>	<u>PROGRAM</u>	<u>WKBD</u>	<u>NAT</u>	<u>TOTAL</u>
SAT	7a-730a	WHADDYADO	4:45	3:30	8:15
SAT	730a-8a	REAL LIFE 101	3:30	5:00	8:30
SAT	8a-830a	WILD AMERICA	3:30	5:00	8:30
SAT	830a-9a	IN TUNE TV	5:00	3:30	8:30
SAT	9a-930a	COOLFUEL ROAD TRIP	3:30	3:30	7:00
<u>(FOR CHILDREN AGE 6-12)</u>					
SAT	930a-10a	CRASH! BANG! SPLAT!	2:30	1:30	4:00

SPECIALS

ALL DEVIATIONS FROM REGULAR SCHEDULE ARE LISTED ABOVE

NOTE: THE TOTAL TIME INDICATED IS THE AMOUNT OF COMMERCIAL MATTER THAT
COULD BE IN THE SHOW AND IS NOT REFLECTIVE OF THE ACTUAL AMOUNT BROADCAST.

WKBD-TV REPORT COMPLIANCE WITH COMMERCIAL LIMITS
FOR JANUARY 2006

<u>DATE/TIME</u>	<u>PROGRAM</u>	<u>DURATION</u>	<u>COMMERCIAL TIME</u>	<u>EXPLANATION</u>
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(SEE ATTACHED)

NO OVERAGES THIS MONTH

THIS ACCURATELY REPORTS WKBD'S COMPLIANCE WITH THE TV ACT FOR THE MONTH OF
JANUARY 2006

Sharrall Byrd

Sharrall Byrd
WKBD-TV Traffic Manager

3.29.06

Date

CHILDREN'S PROGRAMMING
CURRENT SCHEDULE FEBRUARY 2006

<u>DAY</u>	<u>TIME</u>	<u>PROGRAM</u>	<u>WKBD</u>	<u>NAT</u>	<u>TOTAL</u>
SAT	7a-730a	WHADDYADO	4:45	3:30	8:15
SAT	730a-8a	REAL LIFE 101	3:30	5:00	8:30
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WKBD-TV REPORT COMPLIANCE WITH COMMERCIAL LIMITS
FOR FEBRUARY 2006

<u>DATE/TIME</u>	<u>PROGRAM</u>	<u>DURATION</u>	<u>COMMERCIAL TIME</u>	<u>EXPLANATION</u>
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(SEE ATTACHED)

NO OVERAGES THIS MONTH

THIS ACCURATELY REPORTS WKBD'S COMPLIANCE WITH THE TV ACT FOR THE MONTH OF
FEBRUARY 2006

Sharrall Byrd
Sharrall Byrd
WKBD-TV Traffic Manager

3 29 06
Date

CHILDREN'S PROGRAMMING
CURRENT SCHEDULE MARCH 2006

<u>DAY</u>	<u>TIME</u>	<u>PROGRAM</u>	<u>WKBD</u>	<u>NAT</u>	<u>TOTAL</u>
SAT	7a-730a	WHADDYADO	4:45	3:30	8:15
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WKBD-TV REPORT COMPLIANCE WITH COMMERCIAL LIMITS FOR MARCH 2006

<u>DATE/TIME</u>	<u>PROGRAM</u>	<u>DURATION</u>	<u>COMMERCIAL TIME</u>	<u>EXPLANATION</u>
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(SEE ATTACHED)

NO OVERAGES THIS MONTH

THIS ACCURATELY REPORTS WKBD'S COMPLIANCE WITH THE TV ACT FOR THE MONTH OF
MARCH 2006

Sharrall Byrd

Sharrall Byrd
WKBD-TV Traffic Manager

3.29.06

Date